

The Grocer

Focus On Healthier Snacking

Vince Bamford (vjbamford@googlemail.com)

Publishing: 3 May 2025

Advertising deadline: 17 April 2025

Submissions deadline: 22 April 2025

Feature One: How is the marketing and formulation of “healthier” snacks evolving?

Sonia Pombo, head of action & research at pressure group Action Salt is one of a growing number who say the forthcoming outright ban on online ads and TV ads (before a 9pm watershed) for junk food do not go far enough. But what about so-called “healthier” snacks – how is their marketing evolving to capitalise on the pressure less healthy snacks are facing? How are brands using conventional channels like TV and out of home, as well as social media and influencers? How healthy are these “healthy” snacks anyway? And how is product formulation changing?

Marketing: This feature will play close attention to how the marketing of snacks is evolving. As more conventional snack brands turn to social media to market their goods, is there an opportunity for healthier snacks to extend their reach in traditional media channels? What about the in-store opportunities created by HFSS regulations?

Health: This feature will also explore how concepts of “healthier” snacking are changing in light of growing concern over ultra-processed foods, growing demand for more “natural” products and the ongoing need for functional health products high in macronutrients such as fibre, protein, etc.

Product formulation: Another focus will be on how product formulation is changing in the UK, as well as examples from overseas that might take off here. For example, what’s the potential for mushroom crisps, in light of the current trend for adaptogenic mushrooms? What about cheese, meat or chickpea snacks?

Challengers: We will also be exploring the opportunities that exist for challenger brands to shake up the snacking category. Which challengers have been successful in recent years in getting a foothold in the market? Have any fallen by the wayside? What challenges do they face?

Innovation: This feature will pay close attention to the latest trends in healthier snacking and how these are playing out in terms of product innovation. We will profile eight new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.

Feature Two: How are UK retailers making snacking healthier?

Stephen Jones (Stephen.Jones@TheGrocer.co.uk)

This October it will be three years since unhealthy snacks such as chocolate and crisps were banned from high footfall spots in larger stores. Despite this, sales have continued to grow. How have retailers changed their snacking ranges (both own-label and branded) in response to these rules? Which retailers have driven most growth in sales of healthier snacks and how? Are any lagging behind? How much of an impact will the October imposition of restrictions on junk food advertising have on retailers? How are they preparing?

Ranging: This feature will pay close attention to how snacking ranges have changed, if at all, since the October 2022 imposition of new rules on how HFSS items such as crisps and chocolate can be merchandised in stores. Which retailers have changed their ranges and how? What products are they stocking now that they didn't before?

Merchandising: We will also be exploring how "healthier" snacks are being merchandised in stores that are subject to the HFSS regulations. Has there been any knock-on effect on smaller convenience stores that are not subject to the HFSS regulations? And what exactly are the rules in terms of where and how snacks can be marketed in stores?

Innovation: This feature will pay close attention to the latest trends in terms of product innovation in own-label healthier snacking. We will profile four new own-label healthier snacking products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.